

FOR IMMEDIATE RELEASE

Lady Of America Continues To Help Women Who Want To Exercise During Stressful Times

Leading women's gym franchise offers recession relief with free enrollment for entire month

FORT LAUDERDALE, FL - August 24, 2009 ---- Lady of America, a leading women's gym franchise, understands the importance of exercise during stressful times and is offering recession relief, once again. From September 1st – 30th, Lady of America and LOA Fitness for Women Gym locations will offer free enrollment to new members. Aside from not paying a sign up fee, memberships are just \$19.95 a month with no extended contracts at participating locations. For more information about this special offer, please visit www.ladyofamerica.com to find a participating club or call 800-833-5239 for more information.

"Once again we've decided to shock the nations franchise community and offer recession relief to those women who want to continue to maintain a healthy lifestyle. Exercising during stressful times is important and we are trying to help," said Gerry Weber, CEO of Lady of America Franchise Corporation.

Lady of America and LOA Fitness for Women clubs are full-service fitness clubs that offer members Pilates, Yoga and all level group fitness classes. The women focused gyms offer a complete workout experience to help members achieve their fitness goals.

About Lady of America Franchise Corporation

For more than 25 years, Lady of America Franchise Corporation has been an innovator in the constantly evolving business of women's fitness. The recession relief fitness package is meant to help women exercise during stressful times. Lady of America was established in 1984 with the goal of providing a safe and rewarding environment to women working on their fitness and lifestyle goals while enjoying the company and support of other women. Today, they are the world's largest full-service chain of women's fitness centers with approximately 300 franchises in operation across 45 states and nine countries under the brands; Lady of America, LOA Fitness for Women, Ladies Workout Express, Workout Express and Health Clubs of America fitness centers.